

The NORTHERN CROWN



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PETALUMA SONOMA COUNTY CALIFORNIA

THE NORTHERN CROWN

ANNA MORRISON REED, PROPRIETOR

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A MONTHLY Periodical of Literature and Advertising. Devoted to the interests of Northern California, and in a broader sense, to our whole country and all humanity : : : : : : :

Independent in its policy, and its mission to give a fairminded presentation of the topics of the day, and a setting forth of truth for the defense, relief and benefit of the people : : : : : : :



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For Fishing, Hunting and Recreation. These
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\$8.50

63 EGGS
WE PAY FREIGHT



Pay Freight, is the greatest bargain ever offered in a small hot water incubator. Order right now or at least send for a circular, because you ought to know all about it.

Finest Catalogue ever printed, FREE. Booklet, "How it all came about," mailed free. It will interest you. Tells who is the oldest maker of Incubators.

PETALUMA INCUBATOR COMPANY
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are used more extensively throughout the world than any others, hatching Hen, Duck, Turkey, Goose, Ostrich, Alligator, and all other kinds of eggs.

CALIFORNIA REDWOOD, the best for Incubators, is used. We are close to the great Redwood Forests and get the best. You want the most reliable incubators and brooders. Then learn about the Petaluma before buying.

Persons ordering "Day old Chicks" from the hatcheries are specifying "these chicks must be hatched in Petaluma Incubators." That tells its own story.

EGG CITY INCUBATORS are the best and cheapest hot water incubators in the world. Model 63 eggs for \$8.50 and We



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It is frequently said that "Necessity is the mother of invention." A Brooder of large capacity, devoid of the objectionable features of others was a necessity, hence to meet this want we invented the PETALUMA CONTINUOUS FRESH AIR BROODER. Low in price, simple in construction convenient to handle and to clean, and is operated at very small expense. It will carry through to substantial and vigorous growth the largest possible number of chicks, with the smallest amount of labor, in fact it is as every one who sees is says, A REAL COMMON SENSE BROODER. If the chicks could talk they would say it is the best of all. Their looks tells the story. See them in the brooder at our store.

Our large Catalogue is free to anyone asking for it. Call and get a copy or write to us.

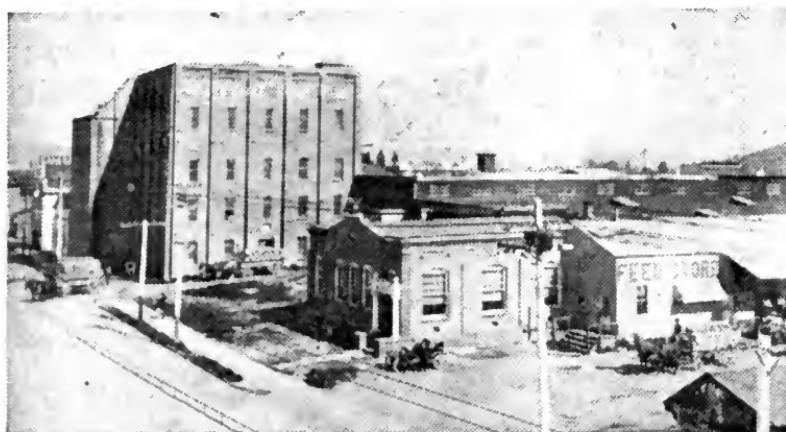
Petaluma Incubator Co.

Indianapolis, Ind.

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Groceries,

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Ventilation

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Veterinary Remedies and Insecticides**

PHONE MAIN 162

The Guarantee For all "REXALL REMEDIES"

The United Drug Company and the Rexall Store selling these Preparations Guarantee them to give satisfaction; if they do not, go back to the store where you bought them and get your money, it belongs to you and we want you to have it.

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The Only COMPLETE Abstract of Mendocino County Records

Established 1885

Mendocino County Abstract Bureau

Smith, Donohoe & Co., Proprs.

Conveyancers, Surveyors and Notaries Public

Office Opposite Hall of Records
UKIAH, CALIFORNIA

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After you get the sample and use it, you will discover that you have found what you have been looking for— relief for your catarrh and cold in the head. You'll go to your druggist and buy some more if you care more for your health and happiness than you do for the 50 cents which it will take to buy it.

Listen--- We know what we are talking about, we know that this will relieve you. If we didn't we wouldn't offer to refund your money if this remedy does not give satisfaction. But it will, and you will be so happy your friends won't know you.

Price 50c. For sale by all druggists ---or sent by mail postpaid by the manufacturers. Cloverdale Pharmacy, Cloverdale, Cal

Cut this cupon out and send it in at once and receive a free sample of the above described remedy.

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County

State

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 Highest Grade Vaudeville 

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Printers and Binders. We give particular
attention to the supplying of District Schools
with School Furniture, Black-boards Books,
Etc.

Santa Rosa : : California



E. I. CAMM

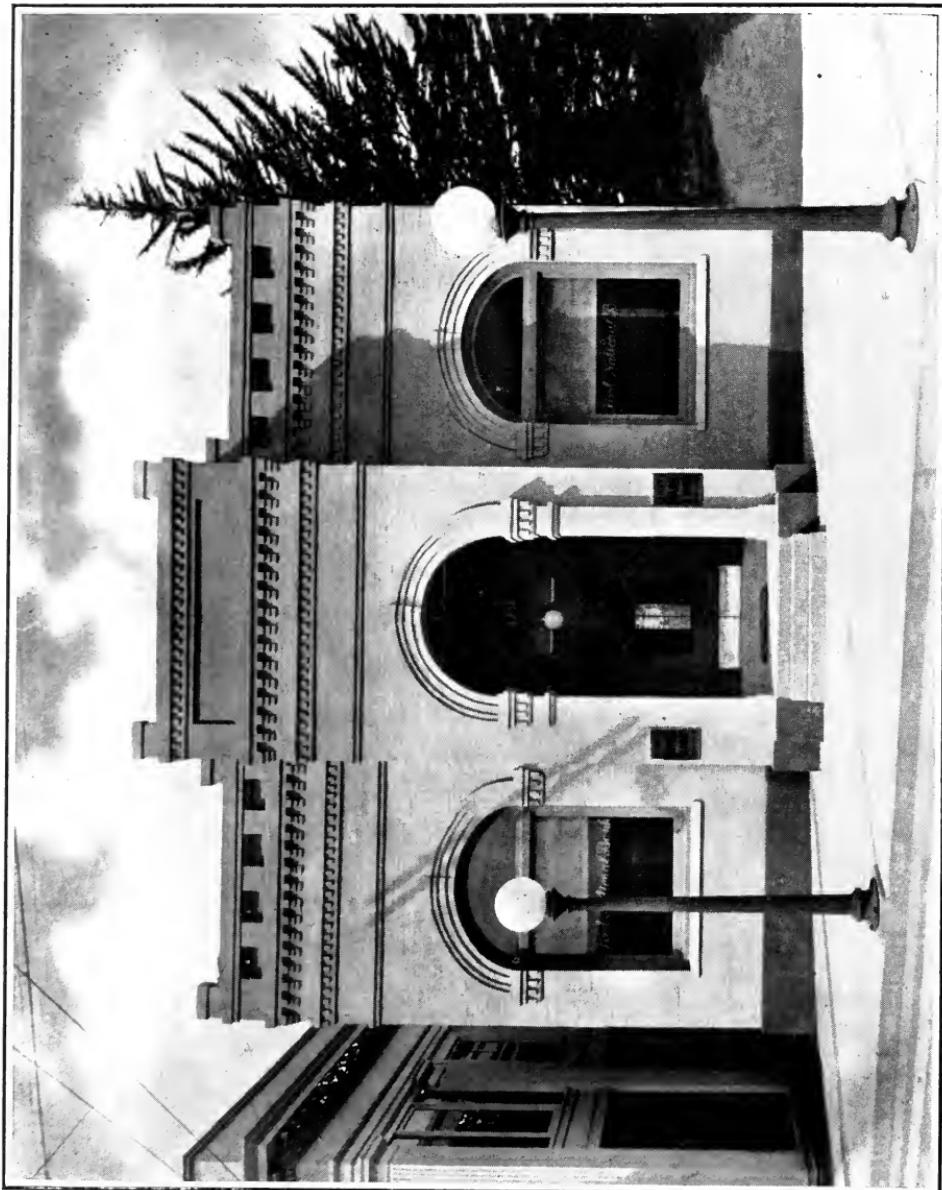
THE BUSY JEWELER

CAN BE FOUND AT

160 Kentucky Street

Petaluma, Cal.

First
National
Bank
Fort Bragg
[Photo By Fitch]



The Northern Crown

"Life, Liberty, and the Pursuit of Happiness."

VOL V.

PETALUMA, CAL., APRIL, 1913.

NO. 6

MENDOCINO COUNTY

MENDOCINO County, with its area of 3460 square miles, lies in the Coast Range mountains, and is pleasantly diversified by mountain, valley, sea coast and forest.

It is the third County north of San Francisco bordering on the Pacific Ocean.

The average annual rainfall is 36 inches, and its temperature varies from an average of 29 in winter, to 98 in summer, through the valley sections, and along the coast from 32 to 80.

Its principal products are cereals, deciduous fruits, dairy products, poultry, eggs, wool, livestock, hops, lumber, grapes and wine.

The line of the Northwestern Pacific Railway, connecting San Francisco and Eureka, Humboldt County, runs through its entire length.

The population by the last census was 23,929.

Its forests, wild lands and beautiful streams, make it the paradise of the hunter, and sportsman, and it presents today the best territory for

hunting and fishing in California.

Fruit in Mendocino

More than 100,000 fruit trees were planted in the spring of 1911. Apples, peaches, prunes and Bartlett pears are the principal fruits raised. The 1910 figures show the tree census as follows: apple trees, 10,000; apricots, 1,800; cherries, 2,100; nectarines 300 peaches, 20,000; pears, 25,000; prunes, 32,000; oranges, 500; almonds, 2,500; walnuts, 4,000.

Grapes That Grow in Mendocino County

Mendocino grapes are exceptionally rich in sugar and are in demand because they raise the quality of wine. Much of the county's product is contracted for over a term of years, the prevailing price being \$15 a ton, with many agreements at \$20. The Zinfandel, the favorite, yields about three tons an acre as early as four years; the yield from mature vines is almost or fully twice that.

Land between the valley floor and the hills is best for grapes; this is

plentiful at \$10 to \$25 an acre.

The county has nine wineries. Ukiah has a new one, with a capacity of 200 tons a day.

Ninety thousand gallons of wine, worth \$135,000, were made in 1910, when the vineyard acreage was 5,800.

On forty-five acres near Calpella, L. Finne has twenty-seven varieties of grapes, including the Seedless Sultana, the Thompson Seedless and Riesling. They average four tons to the acre, but many give five and six. The black Hamburg is the biggest producer with seven and a half tons. Disease has never troubled any of them. For several years the price has averaged \$15 a ton. Mr. Finne has one of the four wineries near Calpella; last year he made 14,000 gallons. He dries his own raisin grapes, and in 1910 sold \$250 worth of fresh grapes. In that year he made in all \$13,000, or over \$288 an acre.

A comprehensive article on this great industry, appears in this issue. It is of great interest as Mr. Banks is an acknowledged authority on the subject.

The Natural Home of the Berry

Two acres of strawberries in Mendocino will support a family. The present total production is inadequate to supply the local demand, and the general markets are excellent.

One-eighth of an acre near Ukiah gave B. F. Eddy forty chests in 1910, at the rate of \$1,200 an acre. In the same year George Youde of Willits, netted \$600 from two acres of logan and blackberries. Two and a half acres of strawberries gave C. Williams of Willits, \$1,200 in a single season.

W. F. Wilcox of Ukiah has a ten-

acre patch, half logan and half mammoth blackberries. In the 1911 season besides sales in the field, which were considerable, he marketed 400 chests, the price on an average being \$2.75 the total returns in this way being \$1,100.

The coast offers an excellent field for the berry grower. Besides the staple varieties, white strawberries as big as peaches are grown at Point Arena by Mrs. A. McCallum, and Albion ships a ton and a half of huckleberries weekly during the season.

Tons of wild blackberries grow on the coast of Mendocino County, and by many are considered superior to any tame variety.

A strawberry farm eight miles from the coast, on the Noyo River, has produced for years, on three fourths of an acre of land, 12,500 pounds of strawberries annually, selling for \$900. The plants bear in that locality from late in April to late August.

Vegetables Produce Abundantly

Potatoes do best along the coast, but are profitable as well further east.

Charles Bishop of Point Arena, for instance, in 1910 from eight acres got 5,000 sacks of 125 pounds each, worth on an average two cents a pound. A river-bed tract produced this crop.

Galleti & Stornetti of Manchester in the same season got five tons to the acre.

Ten tons an acre is sometimes secured, and the potatoes are early, mealy and good keepers.

Onions thrive. Charles Luce of Ukiah in 1910 got a yield at the rate of thirty-five tons to the acre, worth two to three cents, and six square rods gave W. A. Keller of

Little River 1,440 pounds, worth two and one half cents.

With turnips, Andrew Christensen of Point Arena gets thirty to forty tons to the acre, using the Large White Belgian and Mastodon varieties.

Hops Have Never Failed in Mendocino

The Hop Industry was introduced into Mendocino County many years ago, by L. F. Long of Largo. The results have proved his judgement sound, and the venture a public benefaction for all coming time.

Mendocino is the safest hop-growing country in America. Lice and vermin are unknown, spraying never has to be resorted to, and there has never been a crop failure. The product is choice, being well above the average. The yield does not fall below 1,500 pounds to the acre; the average is about 1,800 pounds, and 3,500 pounds is a total frequently attained.

There are in all 1,200 acres of hop yards in the county, and every season 10,000 pickers, most of them drawn from the county itself, are employed.

Sandy loam is the favorite soil. Adobe, though giving lighter crops, turns off a better quality.

Hops cost about nine to eleven cents a pound by the time they are baled. Good hop land costs \$200 to \$300 an acre in the more heavily settled neighborhoods.

Alfalfa Flourishes With or Without Irrigation

Between ten and fifteen thousand acres of Mendocino land is planted to Alfalfa.

Much of the Alfalfa is grown without irrigation, but the use of water doubles production. Without irriga-

tion, the average yield through the county is four of five tons to the acre a year, with three cuttings. Many secure four cuttings, with six tons or more.

The price varies with the locality. In Round Valley loose alfalfa brings from \$6 a ton up, while in Little Lake Valley it goes from \$10 to \$12 baled. A general average is \$8, but \$15 is not infrequent.

Ukiah Valley has especially good alfalfa conditions owing to the warmer climate and broad bottom-lands of the Russian River, but all over the county this crop gets warmth when it most needs it to be prolific.

Little alfalfa is grown for seed, though this is profitable, giving one or two crops of hay and a profit of \$40 to \$60 an acre for the seed.

Hay and Grain are Important Crops

By the last estimate, the grain and hay acreage in Mendocino was given as: Wheat, 20,000 acres; oats, 14,000; barley, 12,000; corn, 2,000; rye, 3,000; hay, 38,500.

The yields are heavy, a fair average being, for oats, forty bushels to the acre, as much for barley, and twenty for wheat. Oats range for the most part between thirty and a hundred bushels to the acre and wheat between fifteen and thirty-five.

In 1910 Frank Guntly of Philo got eighty-seven and a half bushels of oats an acre from twelve acres, selling at fifty cents a bushel. Paul Bassie of Greenwood, on the coast, got three tons to the acre, worth \$15 or \$16 baled; the previous year the price was \$18 to \$20. The average price for baled hay but undelivered is \$14 around Point Arena.

John Brunges of Point Arena in 1910 got seventy-five sacks of a hundred pounds each from half an

acre of oats, and his 1911 oats grew nine feet high, giving four tons an acre, worth \$10 loose. To this he has added two additional crops of vetch. Another Point Arenan, J. C. Halliday, in 1911 got volunteer oats seven feet three inches tall.

Twenty acres of cut-over land near Fort Bragg in 1910 gave H. F. Milliken one hundred tons of oat hay.

Dairying is Most Extensive on the Coast

Dairying is on the increase in Mendocino County, but the extensive plants are confined to the coast section.

Along the shore there is a string of creameries, around Point Arena alone there are five, with an output of 24,000 pounds a week, the average price of butter being twenty-five cents. Nearly all goes to the San Francisco market.

The county's dairies have a total annual butter production of 527,000 pounds, worth nearly \$200,000.

Stockraising Still Profitable

As long as Mendocino still has 1000,00 acres of grazing land, stock-raising will be profitable. In Mendocino there are assessed 203,212 head of cattle, calves, cows, hogs, mules, horses, goats and sheep, with a value of \$1,937,526.

Mendocino wool brings a higher price than that of any other part of California; twenty-two cents was recently paid at Ukiah.

Sheep are sheared twice a year. About 800,000 pounds are produced annually, at a value of nearly \$200,000.

Poultry a Needed Industry

The home market in Mendocino has never yet been supplied by home production.

Every town has eggs shipped into it from outside the county.

A thousand hens can be run on an acre. The climate is unusually favorable. Roupe is almost unknown. It costs about \$1.50 a year to feed a hen and \$2 a hen a year is a common profit. A four or five acre poultry farm will support a family.

Many are entering this field at Willits, Ukiah and elsewhere. Ukiah has a newly formed Poultry Association with 45 members who own 20,000 laying hens.

Ukiah as a shipping point is fast gaining importance. In 1910 by express alone this city shipped 231 coops, or 26,614 pounds, of live poultry; 57,823 pounds of dressed poultry; 27,628 dozen eggs and 11,138 pounds of butter.

Fort Bragg Leads the Lumber Industry

The Pioneer Lumber plant was established at Mendocino City in the early days. But today Fort Bragg leads all the rest.

The mill of the Union Lumber Company at Fort Bragg is the best equipped on the coast, cutting 50,000,000 feet a year.

This company has 1000 employees. The chief redwood belt lies the length of the county extending inland from ten to thirty miles.

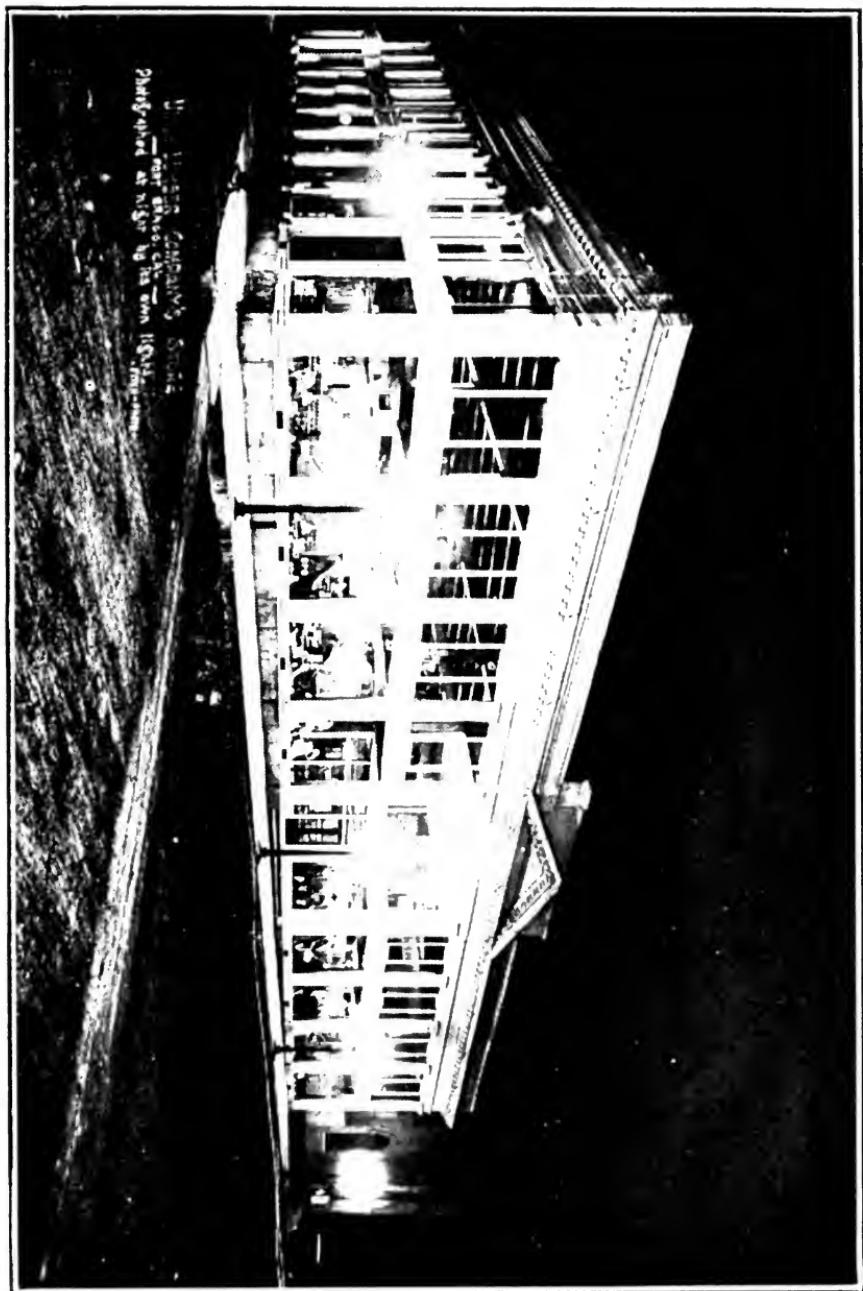
There are 517,000 acres of redwood with twenty-four billion feet, board measure, and 158,750 acres of pine and tan oak. There are in all 350,000 acres of timberland outside of the redwood belt.

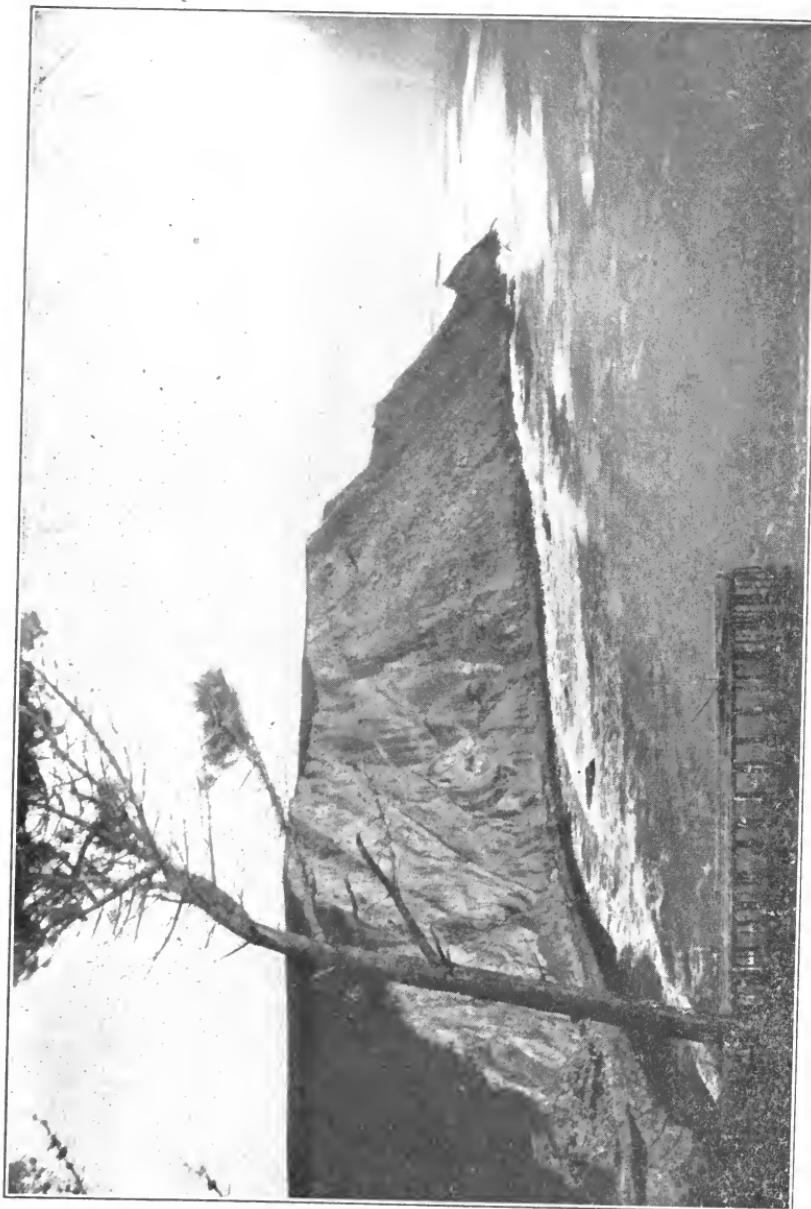
Mendocino Rich in Minerals

It has been declared after an expert estimate, that the coal in the coal deposits on the Middle Eel river, could not be exhausted in a century by daily trips on a two track railway.

[Courtesy Fort Bragg Advocate]

New Store of The Union Lumber Company, Fort Bragg, Calif.





Harbor of Point Arena, Mendocino County.

Copper, gold, manganese, cinnamon and limestone are also found. Petroleum has been struck at several places, and near Point Arena a pump is in operation. Other mineral products are \$9,000 worth of mineral waters a year, 150,000 brick and 3000 tons of macadam.

The Coast Towns

Fort Bragg, which the United States census gave 2,408 inhabitants in 1910, is now a city of more than 3,000, is the county's largest town. With two harbors, it is 120 miles north of San Francisco, and is an important railroad terminus. The lumber industry alone gives it an income of \$1,000,000 a year. Point Arena (population 497), is the chief town to the south. Mendocino (population 1,200), lies between them. This town has one of the best harbors on the Pacific Coast.

Other coast towns are Gualala, Greenwood (postoffice name Elk), Albion, Caspar, Ten Mile River, Westport, Hardy Creek and Bear Harbor.

The Valley Towns.

Ukiah Valley, in the southeast part of the county, has 12,000 acres, this being the most thickly settled portion of the county. Ukiah (population 2,136, altitude 635), is located here, is the county seat and is a lively city with gas, electricity, paved streets and sidewalks and all modern improvements. It has three banks, three newspapers and as many schools, seven churches, a public library and a farmer's Club. Here are a cannery, flour mills, two planing mills and a box factory.

One of the six International Latitude Observatories in the world is at Ukiah. The main purpose of the observatory is to measure the variations in position of the North Pole. From the Fish Hatchery conducted at Ukiah by the California State Fish Commission, between 1,000,000 and 1,500,000 trout are sent

yearly to stock local waters.

Potter Valley, about twenty miles northeast of Ukiah, is the third largest valley, having about 8,000 acres. Climatic conditions and richness of soil are much the same as at Ukiah. Pomo, in this valley, has a flour mill. Potter is the principal town (population 576, altitude 975).

Willits, the youngest town, (population 1,153, altitude 1,364), is in Little Lake Valley, with 12,000 acres, which has received 500 settlers in the last two or three years. The town is the junction of two rail lines one under construction, and is to be a division point.

Hopland (population 1,000, altitude 487) is in Sanet valley, in the south, with 7,500 acres. This is a thriving town; in 1910 it shipped eighteen carloads of pears alone, worth \$30 to \$42.50 a ton.

Anderson Valley, eighteen miles long, with 7,000 acres, has for its chief town Boonville (population 550, altitude, 525), and also holds Philo, Wendling, Christine and Yorkville. Wonderful apples are its chief product.

Sherwood is in Sherwood Valley, 1,000 acres, ten miles north of Willits. Laytonville (population 375, is fifteen miles further north.

Round Valley, the largest, with 25,000 acres, is in the northeast. It has an artesian belt. Covelo (population 250, altitude 1,250) is the chief town. The new railroad to Eureka when completed, will be but twelve miles distant.

Calpella, six miles north of Ukiah is in Redwood Valley, which has 1,500 acres.

Other rich regions are Long Valley 8,000 acres; Coyote Valley, north of Ukiah, Comptche, Jackson Valley, 2,000 acres, west of Long Valley; Eden Valley, 3,000 acres, south of Covelo, and Walker Valley, near Redwood. There are besides many smaller valleys and coves.

Have You Discovered Fort Bragg?

Article and Photographs by W. T. Fitch, Fort Bragg.

"Facts! said Mr. Gradgrind, 'Let us have facts!'"

Listen: This is "OLD OPPORTUNITY" speaking of FORT BRAGG, and he states that a real, live city (as you may see by our illustrations) with a population of 3200, and with both Railroad and Steamship communication with the outside world, makes her bow to you once more. Just glance at our chart, and get interested at once.

Climate

Rainfall, 36 inches.

Lowest average temperature, 46 degrees.

Highest average, 67 degrees.

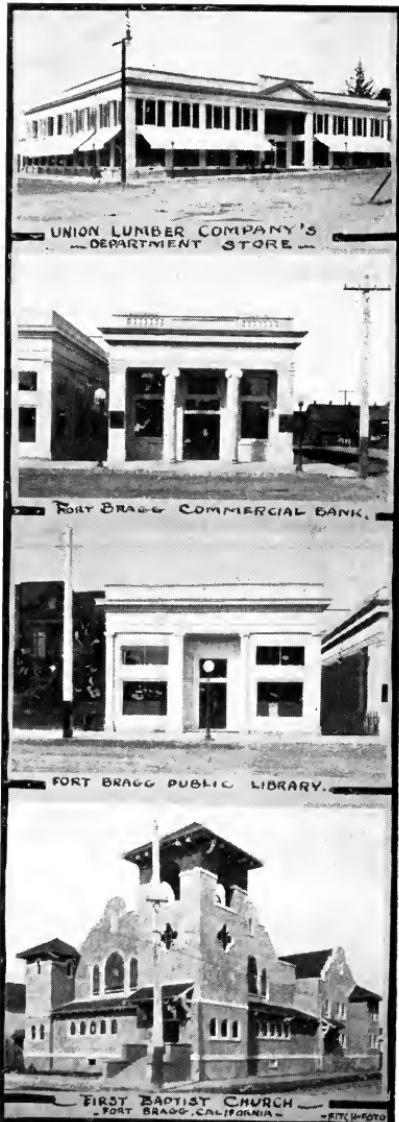
No frost until about Dec. 8th, and latest frost about Feb. 4th (average).

Suffice it further to state that we have only one undertaker, and he has a dreadfully hard time paying his debts.

Moral Influences

Nearly all churches are very substantially represented. (See our illustrations for sample.)

Our Clergymen are progressive, and the safe-guarding of the young is a work given much attention.



Financial

Two well-equipped and in every way modern BANKS give you every facility for the easy and quick transaction of business.

Permanence

The mills of the UNION LUMBER COMPANY are located here, with a payroll of \$150,000 per month, and sawing 300,000 feet of lumber per day. Planing mills and tank factory in connection.

Farming, Dairying, Stock-raising and Fruit growing, with the accent on APPLES. Mendocino county is "THE NATURAL HOME OF THE APPLE." (Prof. Hilgard, U. of C.)

"Ft. Bragg is the KEY TO THE COAST, and has a big future."—D. F. Curley, Traveller and writer.

Public Conveniences and Utilities

An effective Water Works system, supplemented by a special system of SALT WATER mains for fire protection.

A large and well-equipped ELECTRIC LIGHT AND POWER PLANT supplies the Coast with this modern advantage, and is constantly expanding.

Prospects

A vast acreage of the most fertile land in the world assures us of a prosperous future. Ft. Bragg is, and has been, quoted as "GILT EDGED" financially, and her future looms large. That is what we wish to emphasize—our future.



A Road Through the Redwoods.

Educational Facilities

Three Grammar Schools.

One High School.

A fine, new Public Library.

Automobiles are usually an index of the financial condition of a community, and we know of no city of its size which can show such progress in this line. We have two large, fire-proof GARAGES, with all up-to-date equipment.

We have a large installation of the Sunset Telephone and Telegraph Company, with the largest number of phones of any town of its size. This is another indication of prosperity.

An adequate Sewerage System.

A \$50,000 DEPARTMENT STORE,

something you do not usually see in cities of this size.

In other words, see our illustrations. Study them carefully, and then see our town and country. If you put your money in banks, they may fail: if you hide it in a hollow tree, you may forget where the tree is; but a FARM, or CITY PROPERTY in a rapidly growing community, cannot well be mislaid.

(Cut out this page and put it in your pocket book.)

WE SELL THE EARTH
|| IN TRACTS OF
CITY AND COUNTRY PROPERTY

To Suit the Purchaser

See Us IF { You Want to Buy } Cut-over Lands a
 { You Want to Sell } Specialty
 { You Want Fire Ins. }

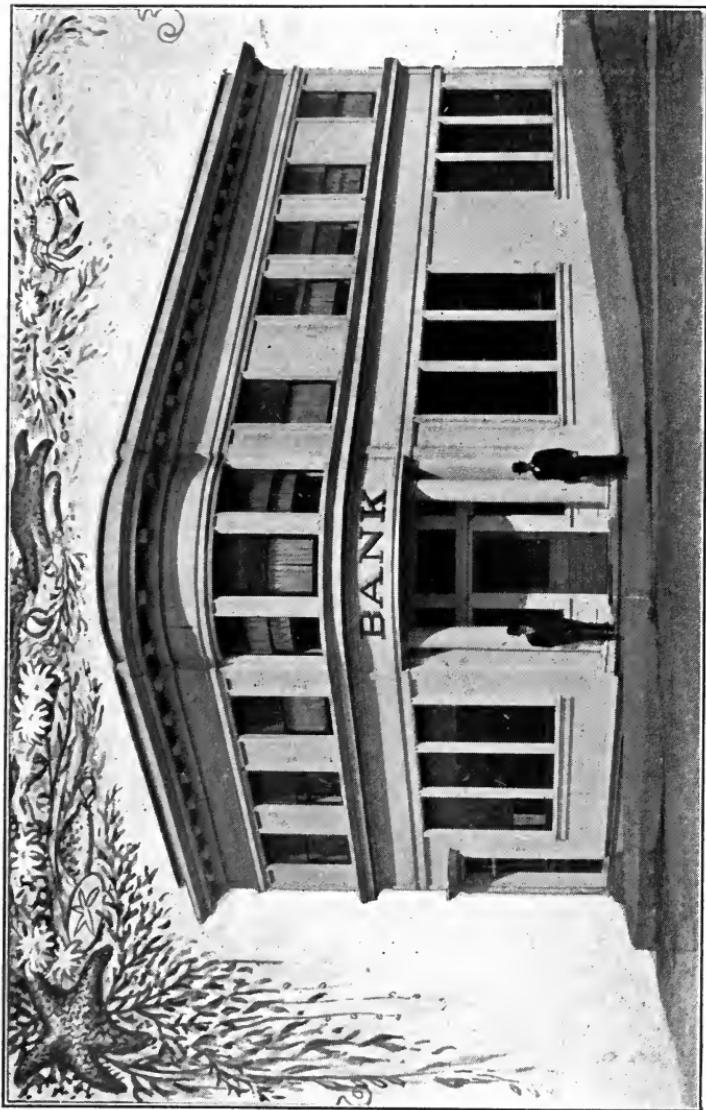
JOHNSTON & BERRYHILL

PHONE 642

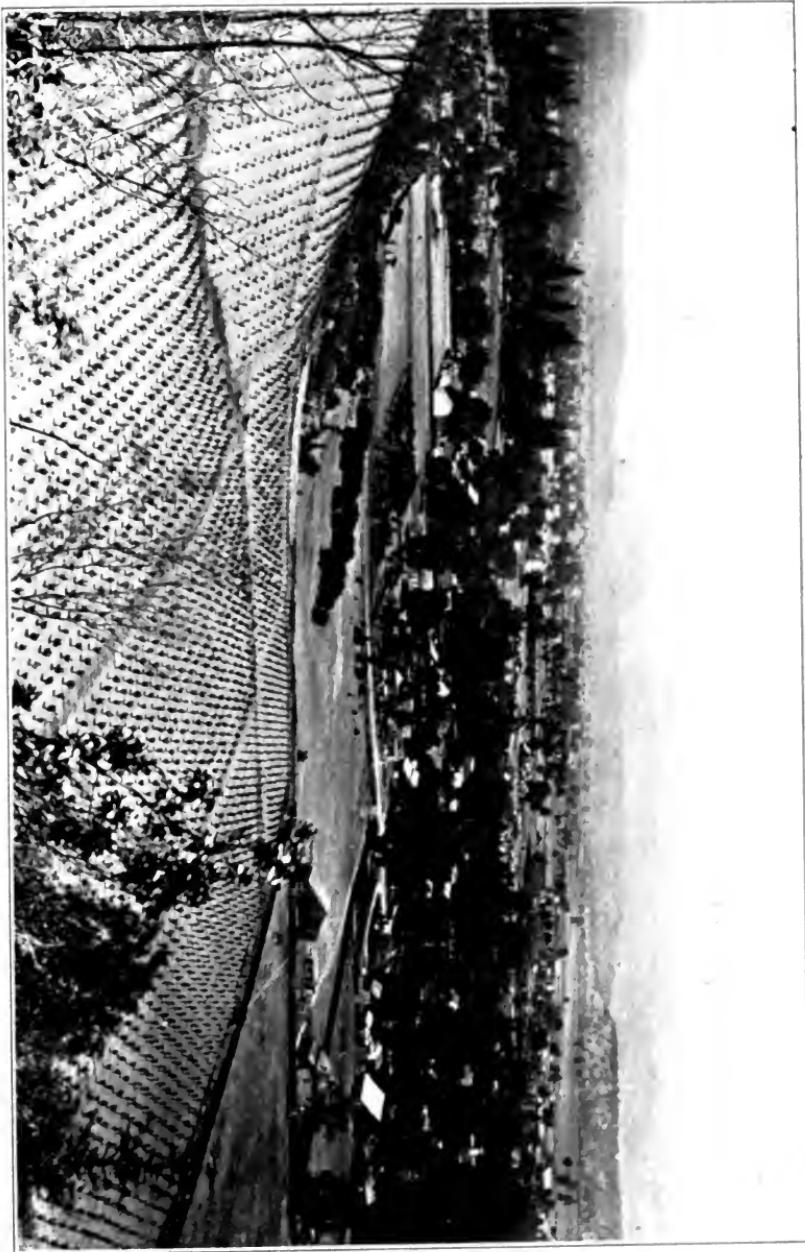
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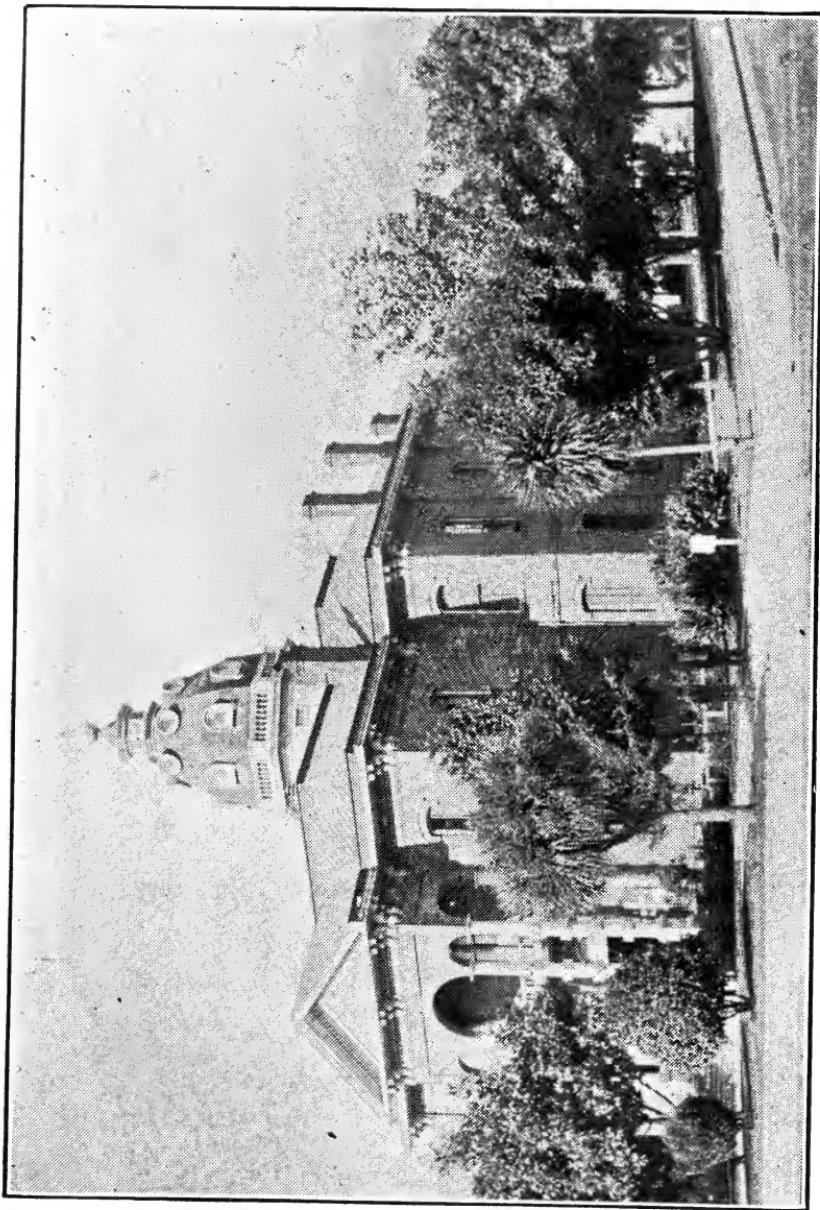




Bank of Commerce, Mendocino



Gobbi's Vineyard, and View of Ukiah



[Courtesy Ukiah Times]

Mendocino County Court House, Ukiah

Ukiah....

Past and Present

Ukiah the County seat of Mendocino County has a population of 2136 in the city limits, and that of the township is given as 5141. .

It is located centrally in the Ukiah valley, on the line of the Northwestern Pacific Railroad, 112 miles north of San Francisco.

It has a primary, Grammar and High School, all beautifully located in modern buildings, of attractive architecture.

Churches of many denominations are among the substantial and ornamental improvements—notably the Catholic, Episcopal, Presbyterian, North and South Methodist, Baptist, Christian and Seven Day Advent.

It has three banks, all housed in modern and convenient quarters.

Bank of Ukiah

This institution is the largest banking concern in the county and despite the fact that many banks have been established in the county in the past few years it still holds the business of its old patrons. The year has been a prosperous one for them and in addition to \$15,000 paid in dividends to its stock holders, \$5,000 was carried to the reserve fund January first.

The articles of incorporation were filed January 6th, 1874, and certificates of incorporation issued January 10th, 1874. The bank is nearly 40 years old, and it was the money

of John S. Reed, and the brains and legal intelligence of Thos. B. Bond, that made its organization possible at that early day. The bank of Santa Rosa had a branch establishment in Ukiah, on the site of the present bank. It was upon the suggestion of Thos. B. Bond, that the property and business was purchased from the Santa Rosa bank, for the sum of \$15,000.

A. F. Redemeyer was the first, Thos. B. Bond, the second, and John S. Reed the third president of the new bank.

Its first Board of Directors were: J. G. Busch, John E. Chalfant and J. P. Hoffman. For many years John S. Reed and A. F. Redemeyer were the principal stockholders.

H. T. Hopper is now president of the Bank of Ukiah, and the following its Board of Directors: F. C. Albertson, J. A. Redemeyer, F. C. Handy, W. H. Gibson.

Not only did the money of John S. Reed figure largely in the founding of the Bank of Ukiah, but his coming into the community with a cash capital approximating \$200,000, gave inspiration and impetus to many public improvements. He furnished the \$15,000 that built the Grand Hotel, now the Cecille, and built and owned for many years Reed's Hall the only fully equipped theatre Ukiah has ever possessed.

He donated largely to the Convent

of the Sacred Heart, giving at one time a gift of \$2,000. And loaned the local Lodge of Masons the \$2,000 necessary to the completion of their Hall. In fact Ukiah owes to the capital and public spirit of John S. Reed, its first local bank, its first real hotel, Convent school, its first Theatre and its permanent organization as a ci'y. In 1873, when he came to Ukiah the pigs wallowed in the Court House yard, and the predatory calves destroyed the flower gardens of the few who possessed them.

Trustees, T. L. Carothers, J. S. Reed, W. H. Force, G. B. Mathers and Sam Orr. Assessor and Marshall, A. O. Carpenter. Poundmaster, H. J. Ward.

Ukiah has three good newspapers, the "Dispatch-Democrat," the "Re-publican Press," and the "Ukiah Times," an Express Office, a Telephone and Telegraph system, a can-
nery, a tannery, a gas plant, a sewer system, a Farmer's Club, a flour mill, a Public Library, a Creamery and a Merchant's Association.



Interior of Reed's Hall, Morning of the Banquet Given by the Donohue Rail Road Right of Way Committee, Feb. 20, 1889.

Ukiah's first incorporation bubble broke when in May 1874 the original board refused to act longer, and the new board refused to qualify.

Mr. Reed, assisted by a few other public spirited people, never ceased agitation until by act of the Legislature the city was re-incorporated in 1876.

The Hon. R. McGarvey drafted the measure and introduced it at Sacramento.

The board, under the incorporation were:

It is the best lighted city in Northern California, and owns its own electric and power system.

It has an abundance of pure water. Its streets, once celebrated as the worst in California, are now among the best, as the principal ones are bitumenized.

Mendocino State Hospital

The State Hospital for the Insane, built about 24 years ago, is situated three miles away, with wonderfully beautifull surroundings, a large force

of efficient officers and attendants, and an immense payroll.

Its first board of managers were: Archibald Yell, President; E. W. King, T. L. Carothers, C. O'Connor and J. B. Wright, Directors.

It has always been under the best management, free from scandal and as a public institution is a credit to the State of California.

Exports

Hops, grapes, wine wool, livestock, and fruits are annually exported from Ukiah. These products are of the highest quality, especially the Bartlett pears, which are the finest produced in the world.

Hop Festival

Fairs were the first markets of the world. They are the object lessons of the 20th century.

Local fairs and festivals are a fashion in California. Petaluma has her Poultry Show, Santa Rosa the Rose Carnival, Sebastopol and Mendocino their Apple Shows, Cloverdale her Citrus Fair, and Ukiah her Hop Festival, where people of this our world, and pilgrims from other lands and

places gather for a wonderful "Harvest-Home" and Autumn Festival.

The Northern Crown Magazine

Ukiah has the distinction of being the place where THE "NORTHERN CROWN MAGAZINE" first saw the light of California's literary day.

In a little room in "Lawyers Row," in a long low-ceiled frame structure, that in early days housed the legal lights of Ukiah, in April 1904, the first number appeared, of the periodical that is fast becoming of the greatest importance to Northern California. With a large and increasing circulation, it is the only publication of Northern California classed with the highest literature of the State.

There it has taken its place and is not second, even in illustration, to the "Sunset" and "Overland."

Ukiah, past and present would fill more space than is here given, and its future, like the future of all of California's northern towns is assured for all time, as the development of the County, now rapidly increasing, means added exports, and wider interests until the world will make a beaten pathway to our doors.



Empty Rooms

By Anna M. Reed

Our best beloved have journeyed on,
Through winter's snow, and summer blooms,
And left us only empty rooms.

Familiar nooks, and silent stairs,
With memories like faint perfumes,
Are haunted yet; in empty rooms.

A pillow where some head has lain,
In recent hours of evening's gloom,
Lies dented by the dear imprint,
within the room.

A book once held in fragile hands,
Has fallen at the touch of doom,
Prone, in the silent, empty room.

A dainty gown across the couch,
A graceful outline still assumes,
But empty—as the empty rooms.

Time, cruel and relentless steals,
Remorselessly life's dearest boons,
And leaves us only empty rooms.

From W. P. C. P. A. Magazine.



John S. Reed, Pioneer Banker and Capitalist of Ukiah

From An Optimist

I am an optimist, and believe that whatever comes into our lives we should so handle it as to make it redound to our benefit. This seems hard sometimes, but I am persuaded that no matter what may happen to us, if we receive it with the proper spirit, and do not lose our heads or courage, and meet the conditions,

the hardest trials I have had to bear (some of them persistent, and, one might say, crushing) have made me stronger, more determined and capable of doing better work. We all have had teachers without number, precepts, admonitions and thou-shal-nots galore, but about the only teacher men heed is experience, and, then-



Dr. E. W. King, Medical Superintendent of Ukiah State Hospital for the Insane, for More than Twenty Years

whatever they may be, with a determination to get something from them that will be of benefit to us in some way, if not financially, then to our moral, spiritual, or intellectual status, we will succeed.

In my own experience I know that

only after they have had hard knocks.

We all learn finally that violation of law in the physical, moral, or intellectual world always brings its own penalty, and from this court there is no appeal. What seems to

he most important is the fact that no one can injure any one of us, intrinsically. Our enemies (and unfortunately most of us have them,) may injure our reputation in various ways; may take advantage of us financially or otherwise, but these things pertain to matters exterior to us as personalities. If the man perse is to be made better or worse, the individual himself must do it; no one can do it for him.

It seems that the Father, in the exercise of his Infinite wisdom and power, did not think it to be for the best interest of humanity to make man perfect. Had he done so, there would have been no incentive to action, and life would have been a dead level of ceaseless monotony, but he did make man with almost infinite possibilities and placed him in a universe absolutely under the control of immutable laws; gave him preceptive and reasoning faculties whereby he might become acquainted with his environments and the laws which govern the universe.

From what little reliable information that has come down to us of prehistoric man, he must have been rather a crude article and surrounded by crude conditions; an animal whose limited reasoning powers were constantly employed for self-protection, the acquisition of food and protection from the inclemency of the weather. These were imperative demands which he had to meet, or cease to exist. At this early age, the one who had the greatest amount of courage, strength and intelligence survived, while the weak invariably went to the wall.

Humanity is still in an inchoate condition, not only as a mass, but as individuals. However, the race is developing. There are more independent thinkers among the masses today than ever before, and he who says to the people now, "Thus saith

the Lord," must give his reason for the statement. People are fast arriving at the point where they no longer shut their eyes, open their mouths and swallow at the *ipse dixit* of any man. When a man dares to think and use his reason, regardless of tradition, or the teachings of tradition, when he realizes that God has given him reasoning faculties to use, and that upon their proper use depends his future welfare, he will have arisen to a height where he breathes a purer and more exhilarating atmosphere; where he can see clearer and is able to take things at first hand; where he can reason from a collection of ascertained facts, and not from tradition.

Facts show and science teaches that since the first appearance of man on earth, he has been steadily developing and unfolding. He is the flower of the entire vegetable and animal kingdom, and who can say what the fruit will be when eons of ages shall have matured it. Will it ever be matured? Will there ever come a time when man will have become so perfect that he can progress no further? I hope not. To cease to grow is to stagnate, and stagnation means death. Two parallel lines running out into space always seem to the eye to approach, but they never touch each other. So may it ever be with man. May he always approach perfection, but never neach it.

The mind of man cannot even conceive of a condition that is absolutely perfect. This condition belongs to God alone. We can and ought to continually approach that goal, but, although man is the same in essence as the Father, the difference in degree is infinite. So, although each day brings us nearer to Him, and more like Him, there will still be an infinity of time and condition beyond. The finite can never attain the infinite.—E. W. KING.

Mission San Francisco, Solano de Souvina.

By ALFRED J. PUCKETT

Near the steel-ribbed railway track,
We can see the Spanish Mission,
While our thoughts go reaching back
To its former changed condition.

Reaching back unto the days,
When, before its altars kneeling,
First the padres' hymns of praise,
Filled its breadth from base to
ceiling,

Here a richer prize was sought
Than in treasure holding places,
By the arts and wisdom taught
To the dusky Indian races.

We can brightly paint the time
Sacred to our freemade nation,
When in this far Western clime
First the padres preached salvation.

Growing stronger with the years
Spread the truth they propagated,
Christians, heroes, pioneers,
Noblemen as God created.

Breathing through the mighty West
Comes the echo of their voices,
While the land their labors blest
With its happy thrift rejoices.

Though there floats no sacred strains
From this fabric that they founded,
ed,

Now in nearer, grander fane,
Hymns of praise are being sounded.

Wafted from the western seas,
Richly laden winds are sighing.

Through the vines and olive trees,
Listen to their soft notes dying.

Long exposed to sun and storm,
Long neglected, stained and blasted,

Ruin scars this fabric's form,
Many thrones it has outlasted.

Yet on this historic site
Joy commingles with our pity,
For around on street and height,
Smiles a lovely, thriving city.

There are ruder sounds than prayers
Than the solemn, sacred masses,
As o'er modern thoroughfares
Some transport of commerce passes.

Curious does this relic seem
After passing many stages,
Though the past is like a dream
That is buried by the ages.

Thus 'tis from the old and grand
Men's first learning is imparted:
Knowledge yet with guiding hand
Points to them from whence she
started

Thus true valiant lives and deeds
Are and will be fondly cherished,
E'en when races and when creeds
Of the future shall have perished.

Thus this old historic shrine,
Where the light of truth ascended,
Ever down the years decline
With our country's fame is blended.

Communicated....

By Hugh K. McClelland.

My attention has been directed to a pamphlet on money and currency by D. W. Ravenscroft of Petaluma, California.

Merit is sure to have its just reward, although long deferred. This thesis was published in 1911, and attracted much attention by law-makers and financiers throughout the nation at that time. Only of late, however, has the reflective and thinking public given it a place where it justly belongs as a master-piece on money and currency. The writer deals in no verbiage, and is clean-cut in his logic. To many, money and currency, as to definitions and deductions, does not appeal to an untrained mind, but only to the analytical and philosophical. The writer's premise and de-

ductions are logical, and challenge the candid scrutiny of the reader in dealing with this much discussed subject. All advanced thinkers along the lines of finance had their day in the "lime light," yet most of them are now relegated to oblivion, owing to a lack of soundness of their propositions when submitted to the cold, scientific rules of reason. I will admit this subject of finance is somewhat elastic, and has many dips, spurs and angles, but the writer happily extricates himself from the maze and speculation in which previous writers on this theme leave us, and places before us a well built up system that seems well nigh incontrovertible.



Needle Rock, Coast of Mendocino.



First Home of "The Northern Crown Magazine." Ukiah.
California, 1904.



One Side of Present Home of "The Northern Crown Magazine."
Petaluma, California, 1913



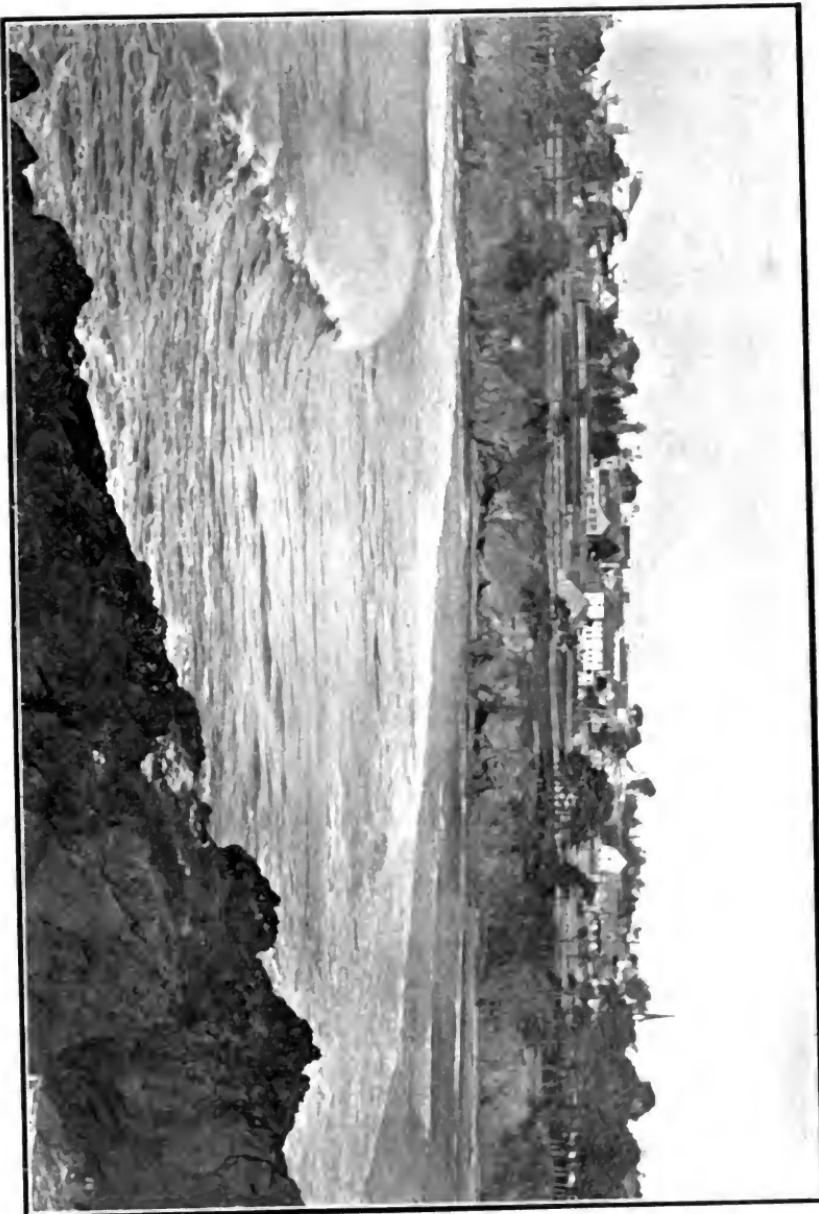
The Late E. C. Williams, Pioneer Lumberman
of Mendocino, and His Lumber Yard in San
Francisco in 1851.

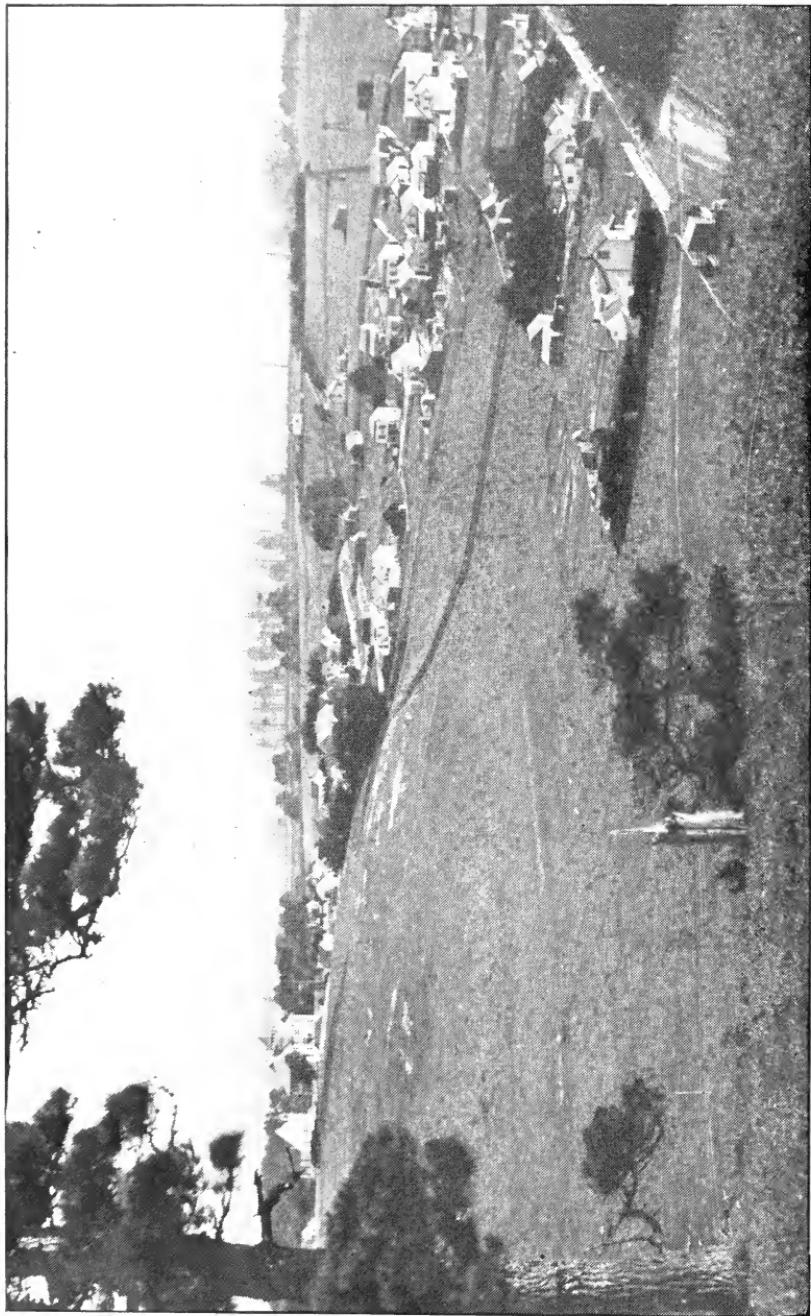


(Courtesy, Pioneer Western Lumberman.)

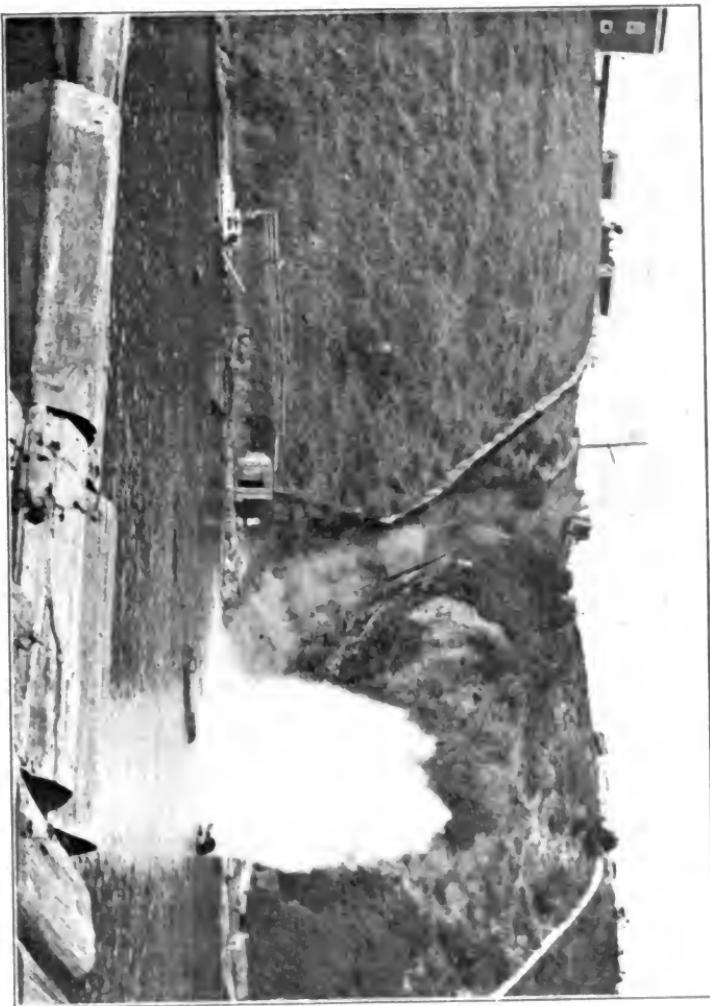
[Courtesy Mendocino Beacon]

City of Mendocino

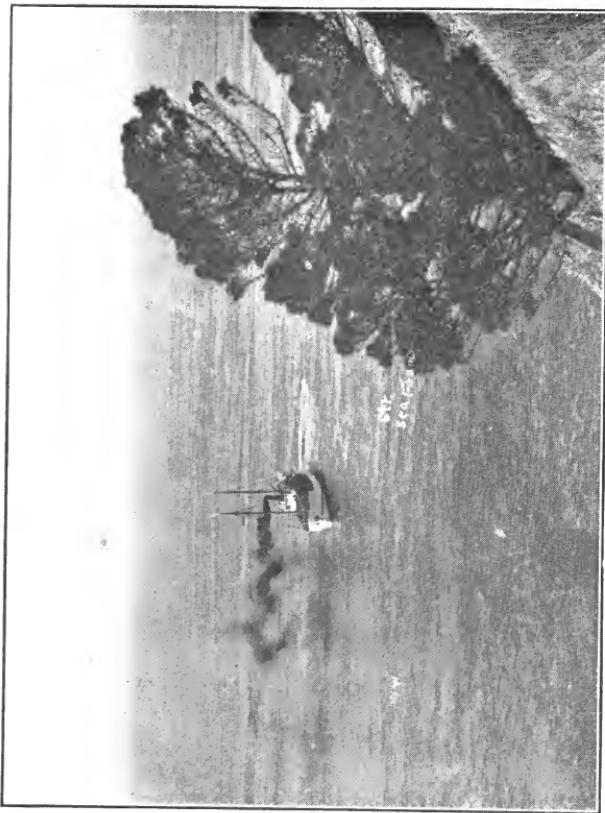




Distant View of the Town of Point Arena



Log Dump at Caspar



On the Coast of Mendocino.

...PEN PASTELS...

By LAURANCE ZENDA

(We have arranged to present in writer, whose literary and musical
The Northern Crown, a series of productions are receiving marked at-
short articles from the gifted pen of tention from those who have seen
Laurance Zenda, a young California and heard them.—Ed.)

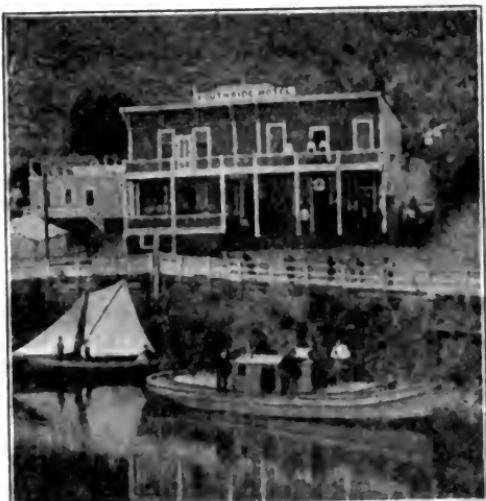
The Chalice of Thought.

In the region of Sorrow, somewhere in a life, a little Lake of Tears was made. A little girl's tears—honest little tears—until a woman's sobs completed it.

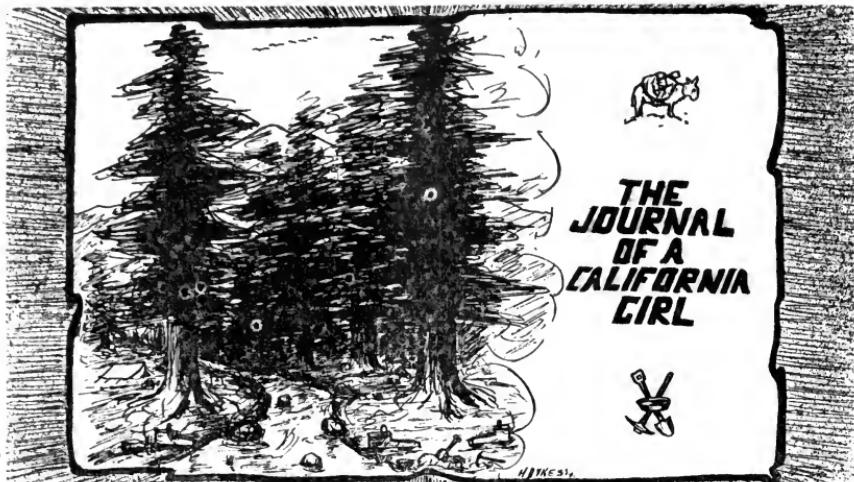
On its banks of loneliness stood an empty bench, where lovers should have been. A little path of life, leading up to it, showed plainly that someone had traveled it many times alone. But one beautiful day, guided by reason, and at the sound of a voice, a woman looked over this lake and felt suddenly fascinated—pure white water lilies rose to the sur-

face. In eagerness she gathered one—a perfect one—and looking into its heart, found that it was the Chalice of Thought. Holding it up to her fevered lips, she drank deep of its cooling influence. And now, in thought, when all is still, she gathers the white, white lilies in her hands, and empties her chalice of thought in devotion to you.

It is not the cup of joy perhaps, but all of her thoughts belong to you for you have looked across her Lake of Tears, and smiled.



Scene on the Albion River



FEB. 5.—Col. E. C. Judson arrived from San Francisco today. He is a relative of Mother's, a great novelist, and a correspondent of the "New York Weekly," and the "Waverly Magazine.

His coming has greatly cheered my mother, as she is quite proud of him.

I went to an entertainment tonight with Mrs. Freer.

FEB. 6.—Attended a musical recital tonight at Union Hall, given by Geo. H. Edmunds the famous violinist. I was taken sick and had to come home, am afraid the malaria is getting hold of me.

There was a dance after the programme, but I could not stay. Received one letter.

FEB. 7. Sunday—Have not been well all day. Amy is sick also. The Colonel spent the afternoon with us, and is here again this evening.

He thinks that the folks should be moved out of this climate.

Will Stemple called today.

FEB. 8. Monday—All sick with colds, some with fever. Hope we will be better soon. Weather cold and cloudy.

FEB. 9.—Raining and cold. Amy is better. Jesse and Father about

the same. Colonel Judson has gone to Cherokee.

FEB. 10.—Rained all day.

FEB. 11.—Half the day clear, half stormy—sunshine and tears—all had chills today, except Eddie and myself.

FEB. 12.—Cold and cloudy all day. Went up town this afternoon. Received two letters.

Jesse about the same today

Father and Amy very little better.

FEB. 13.—Received two papers from Fuller. Health of the family about the same.

FEB. 14—Went to Wyandotte, attended Gem Lodge, L. O. G. T.

Col. Judson lectured after the meeting. met many old friends and schoolmates. Will likely go home tomorrow.

George Rutherford looks well, he was kind and friendly as ever. He is a pleasant, good, noble young fellow.

Hope good health will come to all my family with the return of mild weather.

I am tired of seeing them suffer with these wearisome chills.

FEB. 15.—Went back to Wyan-dotte this eve. stayed after the en-

tertainment to a dance. First time I have danced in three months. Had a pleasant time. George Rutherford was my partner.

He told me something nice. Danced with many old friends who were glad to see me, for it was the first time I had attended a dance in Wyandotte since our Good Templar party, given on the 18th of October, 1867, when I was going to school there.

FEB. 16.—Fair and bright today. Health of the family poor.

FEB. 17.—Weather fine as spring. No letters. Mrs. Riley called this evening. Mother quite sick, Father but little better.

FEB. 18.—Still clear and warm. Mother very sick today. Father better. No letters. It seems that every one should be well this beautiful day, a day sweet as a dream, calm as the summer of life—mild as the smile of prosperity.

I am well, and able to enjoy the blessings such days afford. Oh! I must take my people away. God grant they may soon regain their health.

Mother has been so sick today, that I am uneasy about her. She is very sick—but I trust she will yet live to see the day when I can render her comfortable.

FEB. 19.—Weather clear and bright. Mother very sick. Received two letters today. One from Lee. I am too tired to write.

FEB. 20.—Foggy and chilly. Mother better.

Was up town today on an errand. Met Nath Wood and Mr. Gould—first time I have seen Nath since his marriage.

He is kind and gentlemanly as ever—poor fellow, I wonder if he is happy. He always liked my company. Well, he is married and all that—I regret nothing, and wish him health and prosperity. He loved me and asked me to marry him, but that is with the past—love was not for me, and is not yet, for I have other work to do.

FEB. 21.—Clear and warm. Mr. Ury called today. We attended a lecture in Temperance Hall, in the evening. I am tired and sleepy, cannot write.

FEB. 22.—Clear and mild today. Mother much better.

I went up and bid Mrs. Rielly Goodby. She has gone away to San Francisco. Dear, good woman, may God bless her, she is a true Christian never can I forget her kindness to me and mine, when my little brother died. I walked over the old sweet haunts of dear old Dunham Farm. Stood once more under the willows—watched the water as it crossed the road by the reservoir. A thousand old longings came back—pleasure and pain—pleasure and pain.

One year ago tonight, Homer Craig took me to a party at Union Hall. They dance tonight at the St. Nicholas, but I will not be there.



The Fort Bragg and Willits Scenic Railroad

By ANNA M. REED

The most wonderful forty miles of Railway in California, and probably in America, is that which connects the City of Fort Bragg with Willits, Mendocino County. Not only is it a stupenduous triumph of engineering, once pronounced by experts as impossible, but it traverses one of the most beautiful regions on earth, the Redwood Belt, which lies between the Coast Range Mountains and the sea.

For many years only trails penetrated this wonderful way, then broader highways, where by stage coach, travellers were conveyed over "break neck" grades at the risk of life and limb, but even then the indescribable beauty of the scenery, so compensated one, that the dangers were forgotten.

In places the present road is over the steepest grade found on any railway route.

Tunnels pierce the mountains, where grading was impossible, the first after leaving Fort Bragg is 1150 feet long, the second 840 feet. Pudding creek, a pretty stream, deserving a more euphonious name, is crossed four times by bridge and trestle. The Noyo river, with its picturesque turnings, makes necessary thirty crossings, by this winding track.

Land Reclaimed Along The Noyo

Eight years ago in a special edit-

ion of "The Northern Crown" we, with other writers, advocated the reclamation of the cut-over Redwood lands for the planting of fruit.

All along the line of this beautiful route land is being cleared, colonized and planted to orchards.

Beautiful homes in picturesque surroundings are springing up, materializing the vision of earlier years.

Great as has been the revenue from the production of lumber, the returns from the fruit on the Coast lands of Mendocino, will one day far exceed it.

We learn from reliable statistics, that at and near Watsonville, California, there are some 12,000 acres of apple orchard, bringing an annual income of \$2,500,000, more than the entire yearly revenue from all the lumbering plants on the Mendocino Coast.

The Northspur Summer Resort

A subsidiary company of the Union Lumber Company is making some very extensive improvements at Northspur, which is about half way between Fort Bragg and Willits, and one of the stations on the Fort Bragg Railroad.

In that vicinity is undoubtedly the finest climate in Mendocino county. It is protected from the harsh winds and fog of the coast by a low ridge of hills and there is seldom much frost in the winter time. The sum-

mer climate is ideal and some day it will be a great resort, even rivaling the famous Russian river resorts in Sonoma County.

This Company has a large tract of cut-over redwood land, but a few clusters of the choicest redwood trees have been allowed to stand for the benefit of future generations.

This tract is in the valley of the Noyo river, which never dries up, and the Union Lumber Company has stocked this river with trout.

They have a force of carpenters building a rustic hotel, the dining room of which will be 18 x 30 feet and it will have a four foot fireplace. The building will be surrounded by a 12 foot veranda.

Among other buildings will be a barn 38 x 50 with a bungalow finish, a four-room bungalow with shingle sides, and platforms for 12 tent houses which will be 12 x 14 feet. These tent houses will have shingle roofs.

This Company has also set out 200 acres in choice apple trees and now have 10,500 trees planted.

A few miles below Northspur, Cook and Scooffy are building themselves a private summer home. They have named their ranch "Noyo Lodge." They are erecting a \$7,000 building in old mission style, and will also have a large barn. Just above their ranch there are several very large springs, the water of which will be used first to generate electricity and then piped to their buildings. Mr. Scooffy is the San Francisco capitalist who helped to finance the Fort Bragg-Willits railroad.

On a day in early spring we first passed over the "California Western Railroad", well named, for it is the most Westerly Railroad in America for passenger traffic.

Running from the sea shore, through the Redwood timber belt, and the Coast Range mountains, to Willits forty miles away. Winding by waterways, through tunnels, and looping many loops, until one looks down blood-curdling depths, to two and three tracks below, passed over but a few moments before, in the steady climb through the canyons.

For many miles the copper-brown boughs of Redwoods made a columned way for the passing train, through fern-fringed steeps, where little mountain streams, replenished by recent rains, dashed, foaming over rocks and logs, through Hazel brush, and Huckleberry bushes, strung with white and pink blossoms, like pearls on fairy branches, until they laughed themselves away into the river below.

Here and there moss covered boulders draped with Lichen stood sentinel by the way, mute yet eloquent witnesses of some war of the elements long ages ago.

On this winding road, one may see a thousand green growing things, from the tiniest forest flower, to the giant trees and drink an atmosphere so pure and refreshing that it must be sampled to be realized.

To the world we say: "Come". And like the writer, feasting upon these wonders with every sense satisfied, you too will lapse into silence for the lack of words to fitly tell about them.



Mendocino County Product Fair *and* Festival

14 to 19 October 14 to 19

AT

Fort Bragg

The Queen City
Of California's

Richest Empire

Prepare ye now to journey over the Famous Noyo River Railway, through Redwood forest primeval, adown the brink of gushing, tumbling mountain waters, to the sunny, blue Pacific, its bluffs, its beaches, fertile farms and favored Jewel City.

Six Days Brim Full of Enjoyment

Come and see a Fair unique in this big new north coast kingdom, where Prosperity reigns, and where it rains Prosperity.

Fort Bragg, October, 14 - 19, 1913

Woman

By Rose Hartwick Thorpe

A type of the wondrous victor,
She stands on the ramparts today,
To herald the dawn, and the cere-
ments
Of her past are folded away.
She stands with the prophets and
sages;
She speaks, and her tongue is a
flame,
Leaping forth from the fires which
for ages
Have smouldered in silence and
shame.
Her feet have come up from the
valleys,
They are climbing the mountains
of light;
At her call the world rouses and
rallies,
Bearing arms in the battle for
right.
She treads on the serpent that
struggles
And grinds out its life 'neath her
heel;
She grapples with wrongs that have
crushed her,
Now turning her woes into weal.
Made strong through her slaughtered
affections,
She comes, with her sons by her
side,
An angel of power and protection,
Their beacon-light, leader and
guide.
No longer a timorous being,
To cringe and to cry 'neath the
rod,
But quick to divine, and far-seeing,
She hastens the purpose of God.

EDITORIAL

BY ANNA M. REED

“ HAT I have been, I am, in principle and character, and what I am I hope to continue to be. Circumstances or opponents may triumph over my fortunes, but they will not triumph over my temper or my self-respect.”—Daniel Webster.

“We quote the following from a bright little pamphlet of campaign articles by Dr. Hugh K. McClelland of Ukiah:

“Missouri stands in the family of States second to none, unless it be California.

Her climatic conditions and environment are well suited for the production of great things and great men.

In the pioneer days Missouri sent forth the men to conquer, who were by nature endowed with courage, fidelity, industry and all the qualities that go to building a staple government or state.

California owes much of her prosperity to these hardy men from Missouri.

That which obtains in a general sense can rightfully be applied in an individual.

So in making an application, Champ Clark stands out pre-eminently as the embodiment of all that goes to making a statesman full of courage, intelligence, kindly feeling and brotherly love.

Those who have kept in touch with his long and successful political career in the state and nation

have learned to love him.

Mr. Clark stands on a broad, altruistic basis, and knows only the eternal principles of right and justice.”

Dr. McClelland is one of our brightest writers on the topics of the day, and not only a writer, but a brilliant and eloquent speaker, and his able efforts in that direction have graced many important political campaigns.

The little pamphlet referred to offers a humorous solution to the Mexican problem, pays tribute to a great state and a great statesman,” and gives some fine political philosophies, takes up the Industrial Outlook, deals with the politics of Nations, and political evolution and the selfishness of American politics, and is calculated in every way to make its readers think.

It is an unique and able production.

An interesting letter from Dr. McClelland, in regard to the pamphlet on money and currency, issued some time ago by D. W. Ravenscroft, appears in this issue of “The Northern Crown.”

THE valued article on grapes by J. R. Banks will appear in our next number.

Serious illness in the family of Mr. Banks prevented him from preparing it in time for this issue.

MENDOCINO County in 1910 ranked among the 58 counties of California:—

Third in the value of wool and mohair produced, \$158,918.

Fourth in number of sheep, 129,770.

Seventh in number of bearing apple trees, 63,263.

Twelfth in number of swine, 22,069.

Twenty-sixth in milk product, 2,630,479 gallons.

Thirtieth in value of hay and forage crops, \$526,688.

Thirty-third in value of all crops, \$1,531,986.

Has as resources: 600,000 acres of redwood forests hardly touched with an axe.

Thousands of acres of land suitable for apples, grapes, plums, prunes and nut bearing trees.

A mountainous country particularly adapted to stock raising.

A promised article on the schools of Mendocino County failed to materialize in time for our special number.

We hope to present it later.

"THERE will one of these days, be discovered an active principle in the very simplicity of sincerity which will acquire a force from opposition and a polish from abuse, carrying knowledge, in its simplest, most engaging, and most practical forms, into the most obscure regions of error; and by which the enslaver's of the mind and the defrauder's of the body will be brought convicted and confessed delinquents to the bar of universal opinion."

THE business men, Chamber of Commerce, and citizens of Fort Bragg have formed themselves into a small army and are now working hand in hand to make the coming Mendocino County Product Fair and Festival the largest and best celebration that has ever been held in Mendocino. Committees have been appointed to look after each separate department of the work and all preliminary arrangements are fast being completed.

The publicity committee is going to have a fair and festival at Fort Bragg next October which will be an exceptional celebration and which will greatly benefit the town, county and the state. Advertising material in the shape of art "stickers" lithographed envelopes, etc., have been ordered and a general advertising campaign planned out which cannot fail to attain great publicity for the fair.

There will be two main exhibit tents where the wondrous resources of Mendocino county will be shown. Apples from the fertile coast orchards, grapes, hops, wines and innumerable other crops from the rich valley lands—potatoes, vegetables, grains, live-stock, forestry exhibits, from all of that great, rich county. Men from afar will come and recognize these evidences of great fertility and undeveloped resources. Educators, learned in things agricultural, will be there and will tell the uninitiated how a mixture of intellect and Mendocino county soil will accomplish wondrous things. It will be a great festival and a great stride forward in Mendocino county's march of progress. —Cloverdale Reveille.

The installment of the "Journal of A California Girl," in this issue should have been dated at Oroville 1869, and will be continued in our next number.

"ONE morning last summer I saw a great, gorgeous Yellow Butterfly—a Butterfly so great, so gorgeous, so altogether miraculous that it almost broke my heart to think that it could live only a day.

'But short as a day may seem to you, a day is a full lifetime to the Butterfly,' argued the Philosophical Person close beside me.

Oh, yes, I know that. But this particular day ,you see, was a rainy day. And the Yellow Butterfly's wings were so bedraggled with the weather—all around him—that he never got any—any chance at all to fly.

What about the Butterfly who lives only a day—and that day a **rainy** day?"—Eleanor Hallowell Abbott in "Everybody's"

Live Slowly.

By May S. Greenwood

"Live slowly if you would live long,"

A truth the ages gave.
Who races madly through his life,
Will swiftly reach the grave.

A fire that burns with tropic heat,
And flare, and glare, and spark,
Will soon die leaving in its stead,
The ashes! cold and dark.

"Live slowly if you would live long,"
Just stop and see Life smile,
See flowers bloom, hear brooklet's
song,
And life will seem worth while.

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Frank B. Singley

[Present Incumbent]

Election, June 10, 1913.

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